

College Radio **REPORT**

27 Dolores Place Malverne, N. Y. 11565

Volume 1 Number 18

February 8, 1971

A reminder to all that Gary Cohen will be in Winona, Minnesota next Saturday for the I.B.S. Regional Convention. Among those other people who have stated their intentions of being there are John Sippel, formerly of Mercury Records, Donald Cline, local campus rep for A&M, Mike Conwisher, ABC Regional Man. Others have said that if it is at all possible, they will attend. We hope to see a good turnout at St. Mary's College for the meeting, which starts at 9:30 AM Saturday.

To aid people in reaching us by phone, we are having another telephone number installed. The phone company has promised us (whatever that is worth) to install it this coming Wednesday. We have asked them to give us a cross-over on both lines (which means that if you call on one number and it is busy, the call is automatically transferred to the other number.) The phone is being installed for the convenience of our 143 college station subscribers and 56 record company subscribers...to be used. Many people call us weekly - our "regulars" - others, not at all. It's time again, to blow the budget and give us a call.

As we mentioned in previous issues, we are concerned with areas of college radio programming other than music - news among them. There seem to be two basic approaches to news: one is for the station that is the main source of news for its campus; the other is for the station, usually in a metropolitan area, where students can turn elsewhere for their news information. We would like to hear from stations on how they are dealing with news on campus and news of national or international scope. How have you found UPI or AP or Mutuel? Are they simply ribbon-eating machines or chances for you to have dead air and garbled transitions on the hour? Or are they worthwhile, and would you recommend them for other campus stations?

No matter where your station is located, you should spend your time on things like news on-campus, off-campus, or around campus. A community bulletin board/public service announcement set-up should help. Are there any other things that you have tried that have worked?

We'll provide answers to these questions as they come in...

Communication

To the Editor:

Your decision to avoid playing the survey numbers game in CRR was, in my opinion, a good one and entirely consistent with the kind of role you perform in service to college radio. Nevertheless, I think that stations who decide to similarly enact your policy by abandoning the survey concept are making a mistake. The function of your CRR "Programmers Section" and that of a station survey/playlist are not all the same.

Hopefully, you're correct in assuming that college stations play anything worthwhile. But I disagree with your assertion that numbers fail to tell you anything. Obviously, the listing of a song on a survey tells you that a record is being played. But additionally, the number gives you an indication of a given record's relative popularity with that station's audience. You may question whether that information is accurate or even worth knowing, but a survey does tell you more than a playlist. No doubt, too, most record promoters derive greater satisfaction from noting their record(s) charted near the top (or rising fast) than they do by merely seeing their disk buried somewhere on a list of umpteen other records!

Another rationale exists for printing a survey or playlist: that is the role it plays as a public relations medium with a station's audience. CRR made the unsupported claim that listeners are not interested in a song's survey number. Of course hearing a song is of greater interest to the audience than noting a song's number, but a great deal of additional listener interest seems to generate from following the numerical advancement of various records. If the question, "How well did _____, _____, and _____ do this week"? is of little interest to the audience, our listeners spend an awful lot of time discussing matters that bore them.

From a PR viewpoint, playlists tend to appear relatively unchanged from week to week. While radio and record people may enjoy wading through such lists, I dare say the average listener is going to think he sees practically the same records listed in exactly the same order week after week, and will soon not even bother to pick the list up.

Granted, a lot of people really into serious music may tend to dismiss survey numbers as unimportant. But then again, who's to say these same people consider a playlist all that relevant either?...

Lee DeYoung, Station Manager
WTAS Radio - Hope College
Holland, Mich. 49423

(We will not comment until we hear from someone else on this issue - i.e., we are assuming that people are effected enough to write - Ed.)

"Hi, remember me"?

"No, can't say I do."

"I was in here last week, and wanted some albums for my nephew's birthday. You sold me two albums - one by Neil Young called "Everybody Knows This Is Nowhere," and the other by Derek & the Dominoes - "Layla."

"Now I remember. You told me your nephew was giving up his 45's collection, and you wanted some "starter" albums for his album collection."

"That's right. Well, he really liked those albums, and he asked me if I could get him any other albums by Neil Young or Derek and the Dominoes."

"Sure. Neil Young has two other albums - one called "Neil Young" and the other "After the Gold Rush." Young was part of Crosby, Stills, Nash, and Young - they have an album "Deja Vu," while their first album, without Young, was simply "Crosby, Stills, & Nash." And then, of course, you'll need the Buffalo Springfield albums, because that's where Stills & Young came from - he'll remember the song "For What It's Worth" by them. Then you've got the Steve Stills solo album, two albums of Poco not including their brand new one, and one called "Dewey Martin & Medicine Ball" - all derived from Buffalo Springfield."

"Wow."

"Now, Derek is really Eric Clapton, who along with Jack Bruce and Ginger Baker, were part of Cream.. Bruce leads you to Manfred Mann, John Mayall, Graham Bond, Tony Williams Lifetime, and his own solo LP. Clapton has been with John Mayall, Delaney & Bonnie, the Yardbirds, and through Stevie Winwood of Traffic, was with Dave Mason & Spencer Davis. Ginger Baker had his own air force which included Jeff Beck, Colloseum, and some old Moody Blues."

"His own air force, huh"?

"No, that was the name of the album. Now these two artists, Clapton & Young, account for some 64 albums that would cost \$352.78 plus tax."

"I really don't understand that completely."

"Let's say that some people are interested in collecting everything the Beatles have done. They have all the Beatles albums, all the albums done by Harrison, McCartney, Starr, and Harrison. Then you need Badfinger, Plastic Ono Band, and, by marriage, Yoko Ono."

"Now I understand. And what about those three albums on display by the door"?

"The new Spencer Davis album on Mediarts - we mentioned him before, same with Colloseum, and David Crosby from Crosby, Stills, Nash, & Young was a part of Jefferson Starship - they've been elsewhere."

"One final question. What is that huge pile of records in the corner marked 'reserved'"?

"Somebody wanted a copy of every album that Leon Russell has been involved in..."

Gary K. Cohen
(with help from J.D. & J.D. on group geography)

Programmers Section

Top 40 Reports

56 Stations Reporting

(The following newer records are being listed on college station playlists and surveys around the country. This is not a complete list, nor intends to be, but should serve as a general indication of airplay)

JUST FOR YOU...Sweetwater...Reprise
PITTER PATTER...Aliotta Haynes...Ampex
ISN'T IT A SAD THING...R. Dean Taylor...Rare Earth
WILD WORLD...Cat Stevens...A&M
SWEET BABY JAMES...Tom Rush...Columbia
BEGINNING TO FEEL THE PAIN...Mac Davis...Columbia

Recommended Singles

Of the 49 records we received this week (13 in a shipment from the local MCA distributor), we feel the following have the best potential:
DO YOU KNOW WHAT YOU'RE DOING...Terry Bush...RCA(Not the usual anti-drug song, but good)
OYE COMO VA...Santana...Columbia(A good choice for a single)
FOR ALL WE KNOW...Carpenters...A&M
COUNTRY ROAD...James Taylor...Warner Brothers(the album cut was better)
HERE COMES THE SUN...Richie Havens...Stormy Forest
YOU'RE ALL I NEED TO GET BY...Aretha Franklin...Atlantic
BLUE MONEY...Van Morrison...Warner Brothers
GOSPEL...American Eagle...Decca
SEVEN HOURS TO NASHVILLE...Len Tanner...MGM

Misc. Notes: WHOLE LOTTA LOVE...CCS...Rak(Columbia Distr.) &
WHOLE LOTTA LOVE...King Curtis...Atlantic
and
THEME FROM LOVE STORY...All Versions

There are no clear-cut leaders on college station playlists. At this point, half of the stations are playing either Whole Lotta Love, while most stations are playing either the Mancini(RCA) or Lai(Paramount) versions of the Love Story theme.

Programmed Albums

Stations are starting to respond to our request for specific listings of programmed albums. You must indicate to us which albums you want us to list. If you do not, no listing for your station. So check, star, number, or circle the albums you want us to list. Vanderbilt, Bucknell, Rice, Brandywine, and the U of California at Davis are among those stations whose records will not be listed. Your co-operation is appreciated.

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KZSU - Stanford University - Calif.

james taylor '67(Euphoria), emerson lake & palmer, spencer Davis

KSMU - Southern Methodist Univ. - Dallas, Texas

gary wright, free, danny o'keefe(Cotillion), bronco, mcdonald & giles

KALX - University of Calif. - Berkeley

spencer davis, richie havens, oakland blues(Arhoolie) music of la raza

WLPI - La. Tech - Ruston

uriah heep, ginger baker's air force, sly boots(Faithful Virtue)

WWUH - University of Hartford - Conn.

spencer davis, peter green(Reprise), john renbourn(Reprise), free

WSUA - State Univ. of Albany - N.Y.

conc. corp., cold blood, spirit, fever tree, booker t & m.g.'s, amboy dukes
listings will be expanded as more stations list their albums...

Recommended Albums

THREE DOG NIGHT...Golden Biscuits...Dunhill(Greatest Hits and it includes everything)

STEPPENWOLF GOLD...Their Great Hits...Dunhill(Ditto)

BILL COSBY...When I Was A Kid...Uni

DICK GREGORY...Live at the Village Gate...Poppy

(Editor's Note: Charlie Allenson, our reviewer, is now going through over 75 albums that we received in the last two weeks. By next week, we will have a list of recommended albums by non-name artists. The information, we think, will be worth waiting for, as the number of albums recently released is quite large, and we hope to turn you on to some newer product you might have otherwise missed)

Programmed Album Cuts

(contributed by WFIB - Univ. of Cincinnati - Ohio)

"They Caught The Devil" "A Night in the Life of a Swamp Fox"
from TONY JOE WHITE(Warner Brothers)

"Move Over" "Me and Bobby McGee"from PEARL - Janis Joplin(Columbia)

"I Don't Want Your Money" "Low Down" from CHICAGO III(Columbia)

"Sweet 16" "How Blue Can You Get" from B.B. KING LIVE(ABC)

"Nantucket Sleighride" "Travelin In The Dark" from NANTUCKET SLEIGHRIDE -
Mountain(Windfall - Bell dist.)

"A Maid That's Deep In Love" from CRUEL SISTER - Pentangle(Warner Bros.)

Revolutions

by Charlie Allenson

It's been a while since "Gimme Some Lovin'" and "I'm A Man," and sometimes, when I'd hear these two tunes, I would ponder briefly on the eventual fate of the Spencer Davis Group. Through my own knowledge, I have been able to account for only Stevie Winwood. But now, as the trumpet fanfare dies off, Spencer Davis and Peter Jameson have teamed up for an Lp "It's Been So Long"(Mediarts). It is quite an interesting album, displaying diverse musical styles centering, fortunately, on acoustic work. The work seems to

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emanate a basic good time feeling which I found most relaxing. The best cuts on this strong album are "Jay's Tune" "Mountain Lick" and "Balkan Blues."

If heavy blues rock is your particular liking, an album not to be overlooked is ZZ Top(London). The music seems to be of an honest, not strained, variety, which in itself is a pleasant characteristic. There is no evidence of the electronic subduing the artists, but rather the artists holding control over the instruments. Vocals are a touch on the weak side, probably because I seem to hear a vague resemblance between the vocal style of the lead singer and John Kay of Steppenwolf. However, ZZ Top represents to me some of the better recent blues rock efforts.

Douglas Records has two unusual LP's out, that I got a chance to listen to. First, believe it or not, Timothy Leary is back in a very well engineered disc. Listen for yourself. The other is a very powerful moving album by a great guitarist named John McLaughlin. He is backed by Buddy Miles, Larry Young, and Billy Rich. This LP offers some really fine music.

Record News

Len Chapman of Happy Tiger Records reports that close to 75 stations have called him during the past week to request service. Since they don't have that much product to talk about over the phone, he was grateful for the opportunity to rap about radio and the record industry. If you haven't called yet, call collect at 213 - 464-7335. They have a WATS line, as we indicated last week. Since we're primarily after communication, we think you should give him a call.

Ben Blaine of Jubilee Records reports that over 50 stations have written to him requesting copies of the James Taylor album on Euphoria Records. If you haven't written, they are located at 1790 Broadway, N.Y.C. 10019.

Our subscriber list will be mailed out next week, and our "Directory of Record Service," listing everybody's name, address, and telephone number, will be out the week after.

Andy Janis of Schneider/Janis Promotion in Chicago, informs us that he would like to get things organized for another convention in the Chicago area. The first meeting was informative and successful, and meetings of this type should be continued. Andy is putting together a steering committee that will work out details for the next meeting; if you are interested in working on this committee (promotion men included) call 312 - 263-4075. Call collect if you have to. We hope to see Andy & Dan in Chicago again, shortly.

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Part II: College Radio as an Alternative Media

by Jim Cameron

Last week I talked about some of the general short-comings of College Radio programming; its poor imitative qualities and its failure to be of real service to its listeners. This week I'd like to discuss the idea of College Radio as an "alternative media."

As I've mentioned before, it is one's market which so very much should influence one's programming choice in College Radio. To be a truly alternative media, a station should offer programming otherwise unavailable in its market. Hence, a College Radio station that programs even a "super-improved" version of Top 30 is not really an alternative in any other but a single station market. A College Progressive station, on the other hand, can be a real alternative in a non-urban area, but is really nothing new in most metropolitan areas. And likewise, a Jazz oriented station is an alternative programming source in almost any area.

I have the greatest sympathy for a College Station in a major market area. I envy their audience, but not their programming predicament. How does one attempt to offer something different in the way of programming in a market which already has 63 other radio stations?

And at the same time, I have no sympathy for well-endowed FM college stations in non-metropolitan areas, in a market with 7 other stations, 4 of which are Top 30, which spends all of its time and resources on a poor imitation copy of a Top 30 format. This is the very antithesis of an alternative media.

College Radio has such a tremendous potential of real service to its audience, both in entertainment and information, that it really bothers me to see the direction that much of its programming is taking. I can, of course, recognize that College Stations have neither the time nor staff (nor, unfortunately, the inclination) to develop programming on a par with the Pacifica Foundation stations. And yet, I become increasingly discouraged about the future of College Radio as I hear more and more stations turning toward the ever-dangerous, ego-trip schlock rock format.

The message in all this is be different! Recognize what your total audience wants and needs, and fulfill those in the most professional manner possible. Be unique in your market.

Dave Ortoleva, WSCB Radio - Southern Conn. State College in New Haven writes, "In answer to WSHU's idea of 'educational contemporary music,' Dick Clark's BANDSTAND had the idea a long time ago. The experts on that show, who represent all fine American youths, have been commenting and explaining Rock music for years. 'I like de words and it has a good beat. I give it a 78.' AND NOW...A WORD FROM CLEARASIL."

Station News

KSMU, Southern Methodist University in Dallas, Texas, has printed up and distributed a "station fact sheet." It lists its facility, format, programming, staff, and shows the results of an audience survey. Students were asked to list their first, second, and third preferences for stations. Students' first choice, preferred KLIF to KSMU 40% to 38%, but preferred KSMU to KLIF 56% to 28% on second choice, and 47% to 34% of third choice. Record people have commented that this is a good idea, and they think other stations should adopt it.

WRUC, Skidmore College in Saratoga Springs, New York 12866, announces that their entirely female-staffed and run station is now on the air and broadcasting. They are looking for cheap or free equipment - a cart machine, reel-to-reel machine, and other related equipment. If you have any equipment to donate, contact Deborah A. Sehl, Station Manager. This is a separate station from WRUC - Union College in Schenectady.

Lee Taylor has taken over at WVSU-FM, Sanford Univ. in Birmingham Alabama, as station manager...Neil Litt, Program Director, and Norm Prusslin, Music Director - new appointments at WUSB - State Univ. of N.Y. at Stony Brook, Long Island...Gary Laing has taken over as Music Director from Rod Morgan at WBJC-FM - Comm. College of Baltimore, Md...Francis Dickerson is the new Music Director at KZSU - Stanford Univ. in Calif.. taking over from Linda Durbin.

Thoughts

We were wondering how Emitt Rhodes appears in person. Does he just sit at the piano and sing? It seems that a lot of the over-dubbing of vocals and instruments on his album would be lost in this way...Or does he come with an eight-track tape deck with eight speakers and eight separate tracks of dubs? However he does it, his first album is great and I hope he can duplicate his "sound" in person. Funny thing about the album - I only listen to side one - over and over again, but never side 2. That's never happened to me with any other album before. Sure, you have your favorite cuts on different sides, but to like one side and not the other? One of the possible reasons is that I'm so used to side 1, it's what I'm into. I'd like to save a little room in each issue to give you my thoughts about radio - as always, your comments are welcome. - Gary K. Cohen

College Radio Report

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